

May||Leven

labs_

your taste.
our machines.

Hi, _____.

Every brand has two cursors now. One belongs to the people with the taste, the story and the stubborn ideas. The other belongs to machines that never get tired. Most companies let them type over each other. We teach them to write the same sentence.

This book is who we are, what we make and how we work. Keep it, share it, scribble on it.

> let's start 

11/01

We are May11Leven

11/02

Services

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How we work

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Work with us

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Identity

11/06

Say hello

We are
May  **Leven** labs_

11/01



two cursors. one brand.

The 11 in our name is two blinking cursors. The first is human: taste, judgement, the idea nobody else would have. The second is the machine: speed, scale, the work that never sleeps. It sits one line lower, because it follows.

Every project we take on is that picture. People decide. Machines deliver. Nothing leaves the studio without a human signing it off.

We build brands that think, work and grow on their own, so the people behind them can do what only people can do.

a

taste is the product.

b

automate the boring.

c

never generic.

d

ship, then make it sing.

e

humans sign off.

Our services

Two divisions, one team. A production company for AI commercials, photography and post, and a creative studio for advertising, digital, branding and AI solutions. Everything a modern brand needs, from the first logo to the agent answering its customers at 3am.

11/02.1

11/02.2

11/02.3

11/02.4

11/02.5

rebrand
automate
build
create
amplify

11/A

production

> the production company

a1

AI commercials

Broadcast-ready ads, generated and directed in-house.

a2

Photography

Campaign, product and portrait work, shot by an award-winning photographer.

a3

GenAI

Images, video, voice and whole worlds, generated for your brand.

a4

Postproduction

Editing, colour, sound, VFX and AI upscaling.

11/B

studio

> the creative studio

b1

Advertising

Campaign ideas and ads that stop the scroll.

b2

Digital

Websites, apps and social that work as hard as you do.

b3

Branding

Strategy, naming and identity systems that last.

b4

AI solutions

Agents, automations and custom AI tools for your business.

rebrand

We find what makes you
unmistakable, then design
everything around it.

a

Brand strategy & naming

Positioning, voice and a name worth saying out loud.

b

Logo & identity systems

Marks, type, colour and the rules that hold them together.

c

Brand guidelines

One book your whole team, and every AI tool you use, can follow.

d

Decks & brand books

Pitch decks, menus and books like this one.

automate

Custom AI agents that answer, book, sort and follow up. Your team stops doing the boring part.

a

Customer service agents

Chat and voice agents trained on your brand, available around the clock.

b

Lead & booking agents

Every enquiry answered in minutes and turned into a meeting.

c

Workflow automation

Email, CRM, invoices and reports that run themselves.

d

AI training for teams

We show your people how to work alongside the machine.

build

From MVP to must-have. We ship apps for clients and build our own to prove it works.

a

Web & mobile apps

Designed, built and launched, with UX that people actually enjoy.

b

AI-powered products

Tools and platforms with intelligence built in, not bolted on.

c

MVP sprints

A working first version in weeks, ready to test with real users.

d

In-house products

Our own apps: the lab where we test what we sell.

create

Brand content made with AI and art-directed by people. Real cameras only when they matter.

a

AI brand campaigns

Launch visuals and key art that look like a big-budget shoot.

b

Social content systems

A steady flow of on-brand posts, stories and carousels.

c

Product visuals

Packshots, mockups and lifestyle scenes, before the product exists.

d

Promo products & merch

Packaging, merch and launch kits, ready for print.

amplify

AI finds the creators your audience already trusts. We run the campaign and measure what it earns.

a

Influencer discovery

AI matching on audience, values and real engagement, not follower counts.

b

Campaign management

Briefs, contracts, content approval and posting schedules.

c

Creator & UGC content

Authentic content from creators, ready for your channels and ads.

d

Performance reporting

Reach, clicks and sales, reported in plain language.

How we work

> listen

A free first call. We learn the business, the audience and what is slowing you down.

> prototype

Fast first drafts: concepts, agents and screens you can react to within days.

> launch

We polish, test and ship. A human signs off every single thing that goes live.

> learn

We measure what works, retrain the machines and keep improving.

Work with us

a

Project

One clear goal, one fixed scope. A rebrand, an app, an agent or a campaign.

b

Brand on autopilot

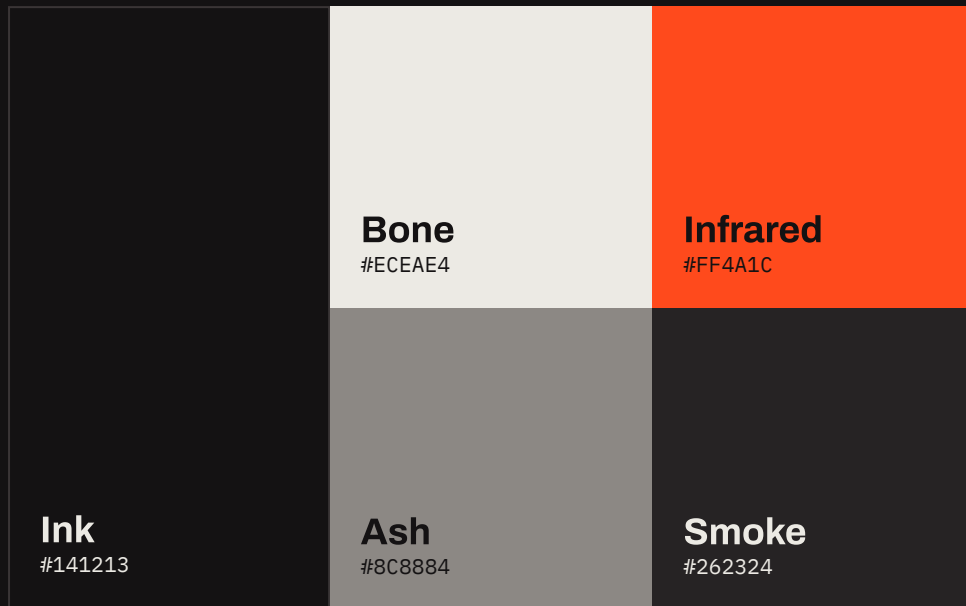
A monthly subscription. Content, agents and updates on tap, as much as you need, with one team that knows your brand.

c

Build sprint

A few focused weeks to take an idea to a working product you can show investors and users.

Identity



human machine

Archivo, condensed for headlines, expanded for the wordmark. Solid for what people feel. Outlined for what machines do.

> plex mono ■

IBM Plex Mono is the machine voice: prompts, labels and numbers. Every section is numbered 11/xx. Infrared appears only on the cursors and the numbers, never as a background behind body text.

**let's type
something
together.**



```
> [your email]  
> [@your handle]  
> may11levenlabs.com
```